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transforming the history into an implicit rating of the provided item; and

using the implicit rating of the provided item to generate recommendations of other items of the particular type.

10.   (Amended) A method for generating recommendations, comprising:

providing a plurality of items of a particular type to a plurality of devices, each device having an application for engaging in a repetitive user activity items of the particular type, wherein the repetitive user activity occurs primarily during standalone operation of the device;

generating for each provided item in each device, a history of user interaction with the provided item, wherein a user interaction comprises an instance of engaging in the repetitive activity with the provided item;

transforming the history for each provided item into an implicit rating of the provided item; and

using the implicit ratings of the provided items to generate recommendations of other items of the particular type.

13.   (Amended) A system for providing recommendations, comprising:

a plurality of devices, each device having an application for engaging in a repetitive activity with an item of a particular type, wherein user interaction with the repetitive activity occurs primarily during standalone operation of the device, and a memory for storing a history of each user interaction with an item with the device; and

a recommendation service for storing downloaded histories of items interacted with from the plurality of devices, for transforming the downloaded histories into implicit ratings of the items interacted with, and for generating recommendations of new items of the particular type based on the implicit ratings.

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